

The hidden costs of a missed call



Customer can't get through

Issue or query remains unresolved



Customer is frustrated by experience

60% of unhappy customers will take their business elsewhere.¹



Lose opportunity to competitor

78% of sales go to the company that answers first.²



Competitor benefits from positive word-of-mouth and reviews



More potential customers view your competitor as the trusted choice



Competitor benefits from positive word-of-mouth and reviews



Never miss another call, choose VoIP.

With cloud communications you can:

- Receive important customer calls wherever business takes you
- Easily route calls to available employees
- Set up auto-attendants
- And much more.

Visit www.daisycomms.co.uk for more information.



Customer is frustrated by experience



Trust and sentiment is impacted

Unhappy customers will share their experience with 16-24 people.¹



Customer decides to take their business elsewhere



Loyal customer leaves

72% of customers will leave for a competitor due to poor customer service.⁵



Time and money is lost to rehabilitation and retargeting strategies

UK businesses lose £30 billion a year due to missed calls.¹



Intent is diminished

Responding over 5 minutes after a missed call decreases conversion odds by 80%.²



Bad first impression

2 in 3 customers wouldn't offer a business a second chance to make a good impression.³



Bad experience is spread through word-of-mouth



Negative review is shared online

90% of customers use online reviews to conduct research.⁴



Impression is made on potential new customers

1 negative review can influence up to 30 potential customers.⁴



More lost sales opportunities



Reduced sentiment



Lost revenue / sales



Damaged reputation



Lost time / productivity